

THE HERD

VOL.

NO. 2



A

Little
Magazine
Published

BY

THE

BUFFALO GASOLENE MOTOR CO.

BUFFALO, N.Y.

JUNE

HERE IS A REAL BARGAIN IN A 40-40 H. P. ENGINE

One of our customers is now having us overhaul in our fastory a pair of 40-45 H. P.— $7\frac{1}{2}$ x 9 Buffalo heavy duty engines, complete with Bosch, Rushmore electric starter. These engines were formerly used as a twin screw outfit, and are practically the same as the present model. When we are through with them, they will look like new, and do just as good work as new engines.

He wants to sell the **left hand** engine, and this machine with complete equipment can be bought for about two-thirds the present cost of a new one.

SMALL BOAT FOR SALE

Here is a bargain. Eighteen foot open boat equipped with one cylinder two cycles Sterling engine. Neither boat nor engine is new, but they still have a lot of service left in them—a good outfit for a fishing boat or around a summer home.

The price is \$75.00 cash.

The boat is now on the lake shore near

Ridgway, Ont., Canada

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VOL. 5

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No. 22

Little Buffalo Drives This Big House Boat Five Miles Per Hour

The Boat Has A Displacement Of More Than 30 Tons, But 10-12 H.P. Buffalo Heavy Duty Can Handle Her.

THe house boat "*Karakol*" was recently built for Mr. Van Kuyk, Vreeswky, Holland. She is powered with a 10-12 H. P. Buffalo Heavy Duty engine supplied by A. W. Westpalm Van Hoorn, Leiden, Buffalo distributor for Holland.

In asking him to supply the right engine for this boat Mr. Van Kuyk put an interesting power problem up to Mr. Van Hoorn for the boat is large and extremely heavy. Her length over all is 60 feet and she has 18 foot beam and maximum draft of 34 inches. The diameter of the propeller could not be more than 22 ins., and the owner wanted

a motor which would move the boat in the canals at a slow speed so that he could at all times be independent of a tug and thus save the high towing charges.

"I relied on the Buffalo 10-12 H. P." said Mr. Van Hoorn in a recent letter—"This motor drives the boat at a speed of better than 5 miles per hour, and I believe I can increase this speed by using a propeller with a little more pitch than the one now in the boat, as the one used now holds down the number of revolutions of the motor slightly.

"I believe this has been a hard test on a 10-12 H. P. motor and I



The Karakol, built in Holland, is powered with two 10-12 h. p. Buffalo Heavy Duty Engines

need not tell you that many have been astonished at the performance. The boat has a displacement of over 30 tons, and she is moreover largely handicapped by her large beam."

New Buffalo Book

A new edition of "The Buffalo Book" which serves as a catalogue of Buffalo marine engines is now in course of preparation, and will be ready for distribution in about two weeks. Except for a few minor changes it will be the same as last year's book.

The tailor measured him, calling out the dimensions to a clerk with a book.

"Married or single, sir?"

"Married," replied the customer.

"One pocket concealed in lining of vest," the tailor bade the clerk.

—Exchange.

Timely

A plumber and a painter were working in the same house. The painter arrived late and the plumber said to him: "You're late this morning."

"Yes," said the painter, "I had to stop and have my hair cut."

"You didn't do it on your employer's time, did you?" said the plumber.

"Sure, I did," said the painter, "it grew on his time."

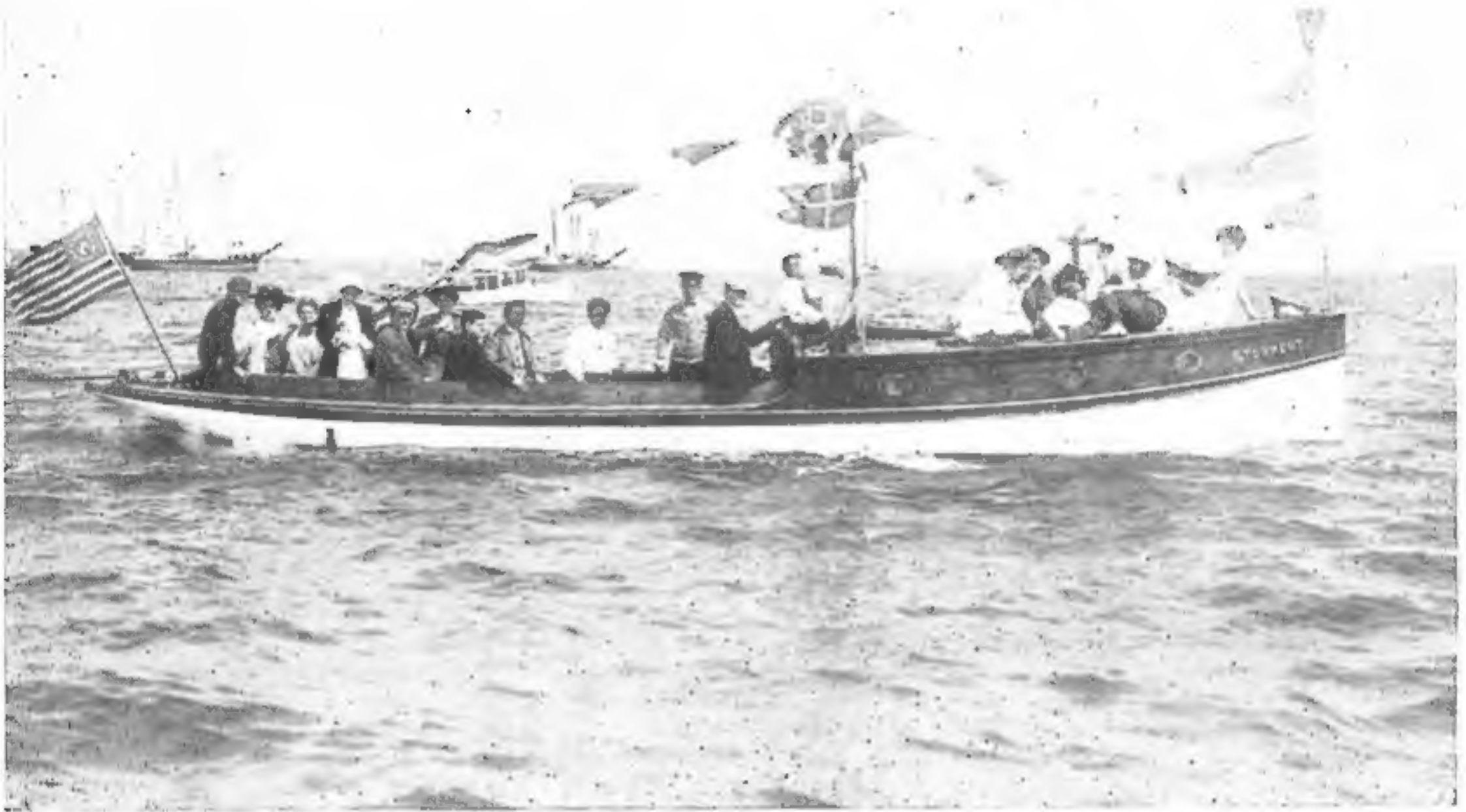
—Exchange.

"Begorrah," said Pat, "I'd give a thousand dollars to know the place where I was goin' to die."

"What for?" said Mike.

"Shure," replied Pat, "I'd niver go near it!"

—Pex-o-Pep.



TORMENT

This boat was formerly owned by Com. Burke of the South Boston Yatch Club. She is 37 ft. over all and powered with a 10 h. p. Buffalo Engine which has been installed for fifteen years and is still in good condition. TORMENT is now being used as a work boat by Capt. Ralfe of Summerville, Mass.

Arrived Safely

A letter just received from L. A. Fisher, President of the Buffalo Gasolene Motor Co., who is visiting his home in France, stated that he has reached Paris safely and found it quite natural, everything considered. Mr. Fisher will probably be gone several months.

Fire Destroys Plant

The Alberta Motor Boat Co., Edmonton, Alberta, are suffering from the effects of a fire which completely destroyed their plant May 1st. They expect, however, to be operating again full force very soon.

Change Firm Name

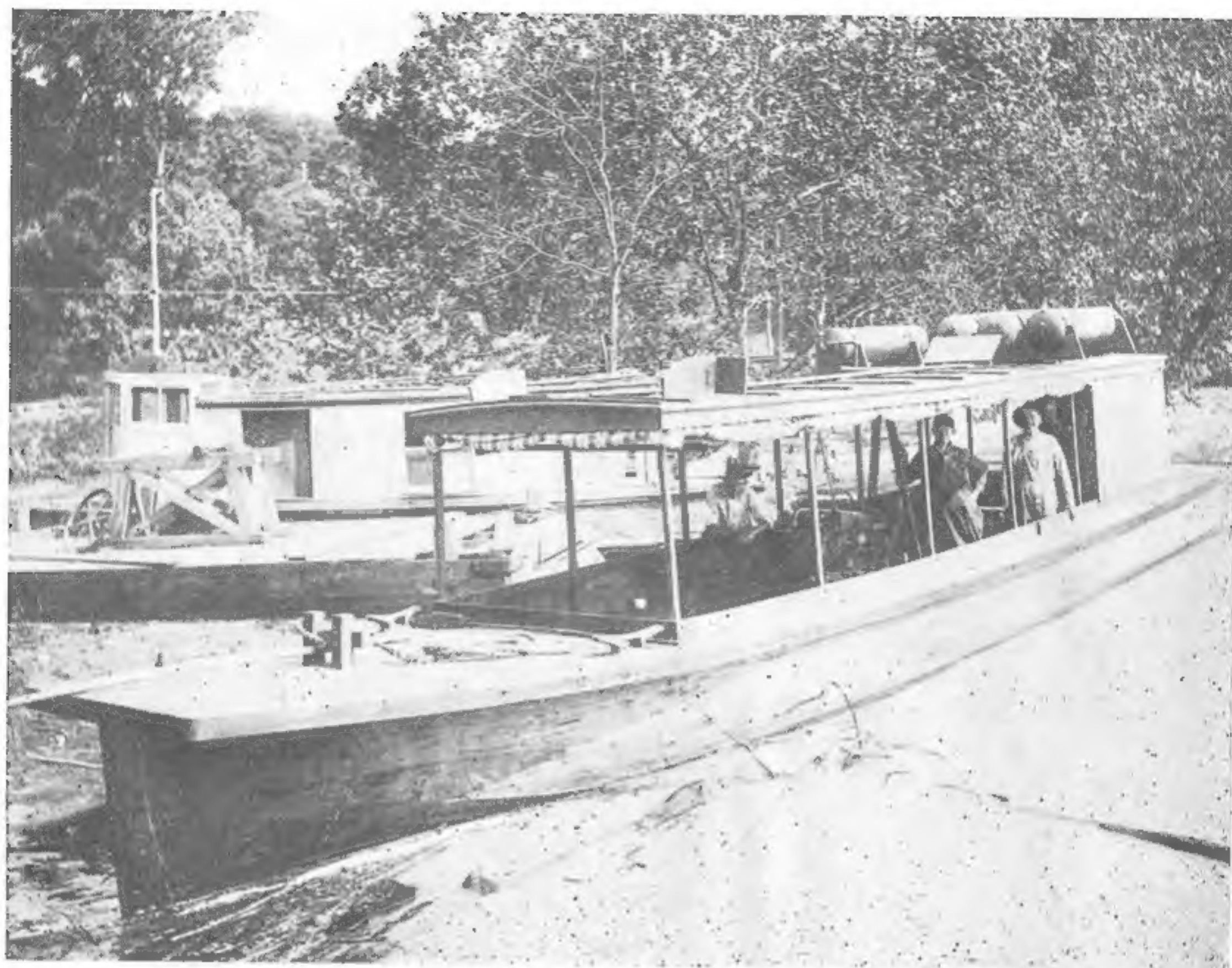
E. M. Landis & Co., Buffalo Sales Agents at Toledo, O., have changed their firm name to The Toledo Sales & Engine Co. The firm's address is 6 St. Clair Street.

It Couldn't Be Helped

"So you want to be my son-in-law, do you?" asked the man, with as much fierceness as he could assume.

"Er—well," stammered the young man, "I don't particularly want to, but I suppose I shall have to be if I marry your daughter."

—Pex-o-Pep.



This boat is said to be the most successful type for logging on the Mississippi River. She was built by E. D. Peers, Vicksburg, Miss., for the Anderson Tully Co. of the same city

This Buffalo Powered Boat Is Said To Be Best For Log Work

Anderson-Tully Company, Big Lumber People, Are Enthusiastic Over Way Engine Does Its Bit.

ON this page is shown the picture of a boat which is said to be the last word for logging work as they do it on the Mississippi River

After much discussion the logging bosses have agreed on this. Her engine is a 26-30 H. P. Buffalo Heavy Duty. The boat was built by E. D. Peers, Vicksburg. The design is slightly "V" bottom. The boat draws only 13 ins. of water

forward the 30 in. propeller working in 3 ft. water.

Mr. Peers recently received a letter from the Anderson-Tully Company, owners of the boat, in which they said:

"Referring to the new boat you have recently constructed for us, and which we are now operating very successfully, equipped with a 26-30 H. P. Buffalo Heavy Duty

(Continued on page 14)

Buffalo Engine Always Ready When Wanted Says J. C. Hoyt

Here Is A Letter From J. C. Hoyt, Georgetown, Mass., The Kind Of A Letter We Like To Get.

“WHEN I wrote you I had a motor in my boat and we had a spraying machine in town that had one of your Model D motors in it, 4 cylinder, 10 H. P. I had run it some, and had seen it run at other times and no matter how much it was run, or how much abuse it got it was always ready when wanted.

“At that time I said sometime I would own one of those motors. Last fall I got hold of one and put it in the boat and have just put it over last Sunday so have only used it once under a load but I found it was just the same as the one at home and runs fine.

“I had it in the boat all winter and everytime I went down to work

on the inside of my cabin I would start it up and let it run awhile just to get used to it so I know it would start all right.

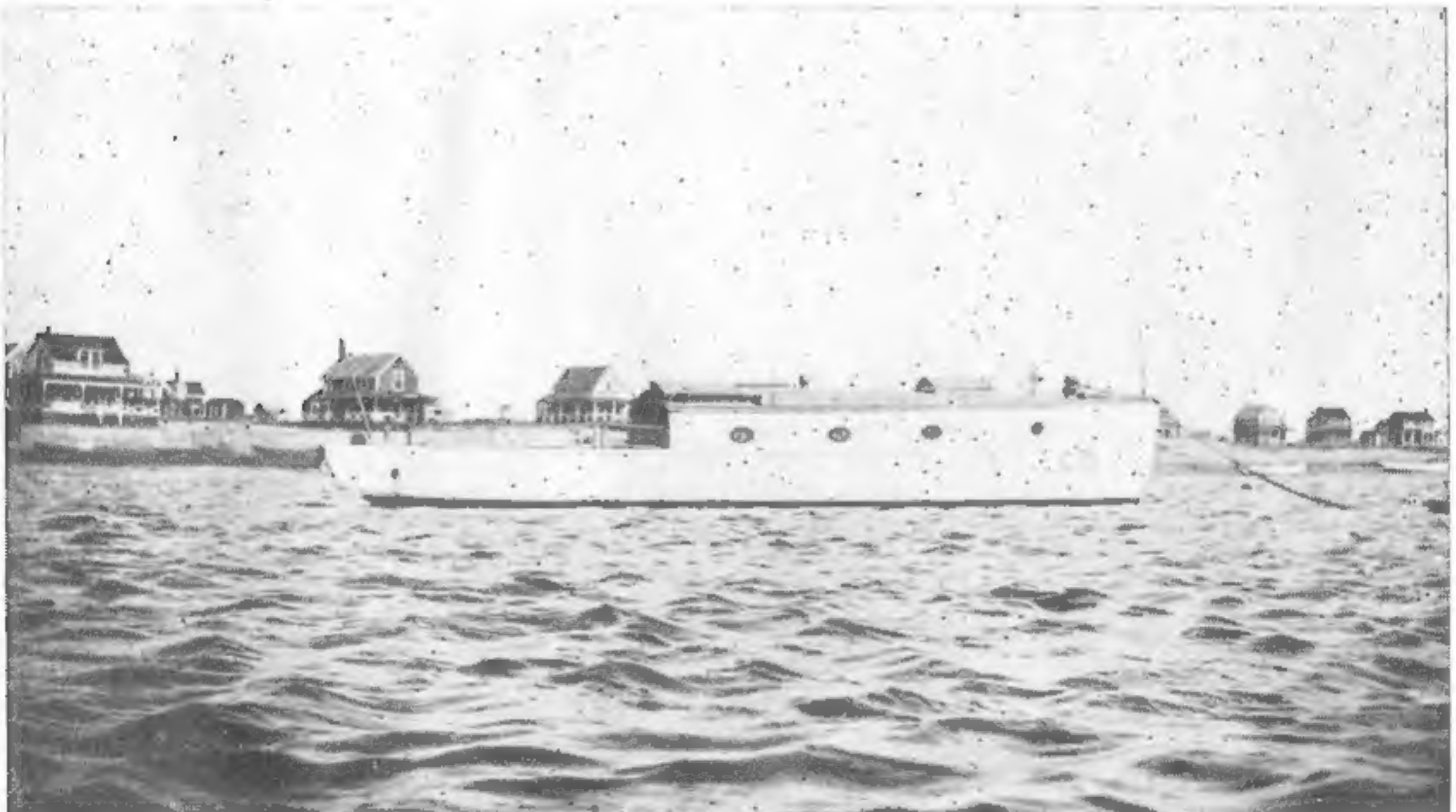
“Your agent at Boston has very kindly given me all the information he could, and helped me a lot.

“I am sending a picture of the boat taken at Nerburyport. name “Salome” length 30 ft. beam 7 ft., draft 30 ins.

“I thank you for the magazine published by your company it is very nice.”

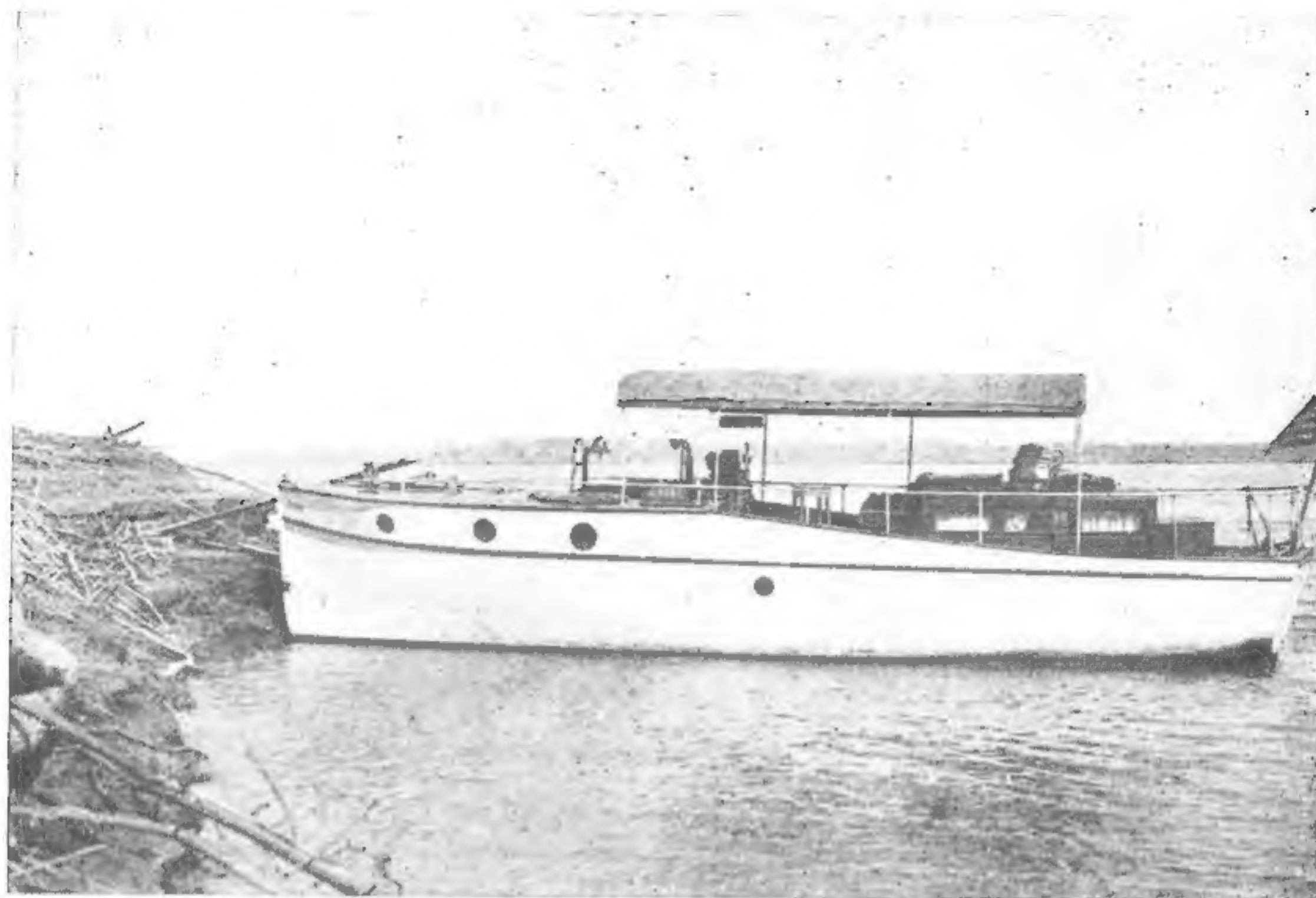
The Hand He Held

I gently squeezed the little hand
So tightly clasped in mine,
And knew it was a lead-pipe cinch,
Four aces and a nine!



SALOME

A 38 footer owned by J. C. Hoyt, Georgetown, Mass. and powered with a 10-12 h.p. Buffalo engine



This picture shows Mr. Hutchinson's boat. She has made splendid speed with her Buffalo engine

If He'd Had Another Make of Motor He Wouldn't Be Alive

That Is The View J. Hutchinson, Burtville, La., Holds Concerning The Reliability Of The Buffalo In His 36 Foot Cruiser.

THIS letter was received recently from J. Hutchinson, Ben Hur Plantation, Burtville, La.:

"Enclosed you will find a photograph of my 36 x 10 ft. cruiser powered by one of your 25-30 H.P. Auto-Marine motors. This boat was built in Detroit, Mich., in 1917 and left Detroit October 4, 1919 for the South. I came through the lakes to Chicago and had rough weather every day, but my power plant did not seem to mind what kind of weather we hit.

"I believe if I had another make of motor instead of the one I have, I would not be living today to tell

the tale. We encountered storms in Lake Michigan that took us 12 hours to make 40 miles, and in reasonable weather I can get good nine miles per hour. Am now giving it a genuine overhauling as I expect to start for Cuba this fall.

"I have not taken out or cleaned any spark plugs since I left Detroit as every cylinder hit every time, and at all times. Have worked the motor for 27 hours without stopping and then only stop for a few minutes to get drinking water for the crew. Would like to get "The Herd" as often as you can send me one. Expect to put in a

heavier motor. It sure will be a Buffalo.

"The photograph enclosed was taken on the Mississippi River, March 10. about 30 miles from Baton Rouge, La. Boat's name is Aemie."

Engine For Brazil

Srns. Bernadino da Cunha Mendes & Co., lumber merchants of Para, Brazil, have purchased a 40-60 H. P. Buffalo Cruiser & Runabout engine, which will be installed in a Hand "V" bottom express launch. The boat will be used on the Amazon River for rounding up and locating cedar logs. The sale was made through E. C. Holden, Para.

"My pa has more automobiles in his garage than your pa has in his," boasted Johnny Jones.

"Yes," returned Sally Smith, "but my mamma has more eggs in her ice box than your ma has in hers."

—Pex-o-Pep.

FINANCIAL DIFFICULTIES

*I don't know why, but, to be frank,
I'm always flustered in a bank.
I always wish the check I've brought
Had larger figures on its face,
The kind of check a fellow ought
To bring to such a busy place.
The atmosphere is charge with awe.
A check for seven-fifty! Pshaw!
I reach the wicket in my turn,
Hand in the check, and then I learn
That I've forgotten to indorse.
I take the blamed thing to a shelf
And write my name, Some blots, of
course.*

*Then back in line I place myself
And hum a little tune—or try—
To show how self-possessed am I
Again the wicket faces me.
My fingers fumble helplessly.
I drop a coin. The line is stopped
While I go hunting on the floor
And find it is a cent I've dropped.
I turn and hurry to the door
And reach the street, a nervous wreck,
Still clinging to that blasted check!
Walter G. Doty, in New York Times.*

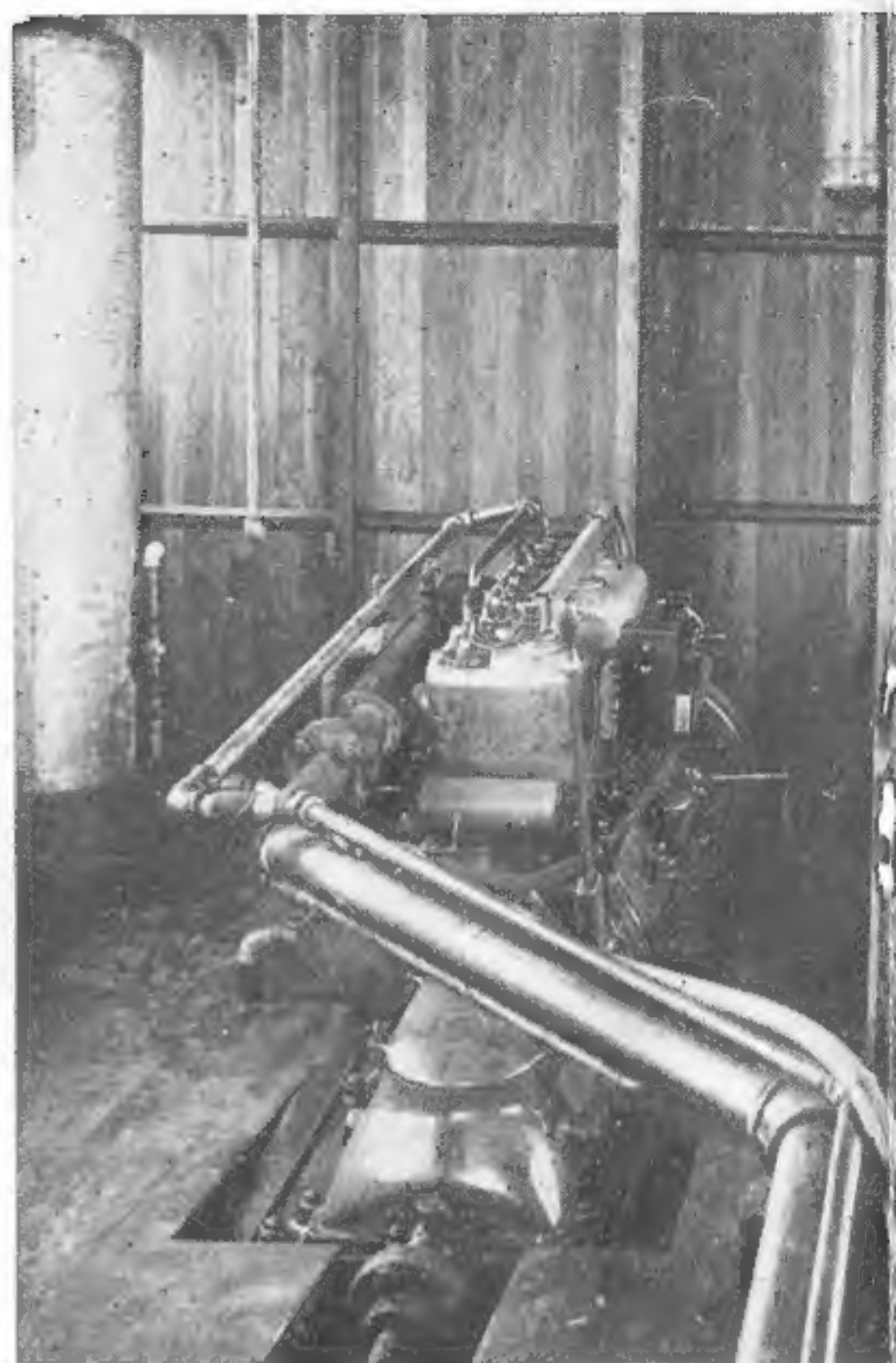


"Ohgi Maru" is the name of this boat owned by Kawanishi Shoji K K., Kobe, Japan. She is powered with a 13-15 h. p. Buffalo engine operating on kerosene.

A House Boat With Lots Of Power To Move Her

IN southern waters the houseboat is growing more and more in public favor. There is a charm about having a home on the water, particularly a home on the waters in the South, that no one will deny, and it is also nice when you want to change the location of your home to have nothing more to do than up anchor, turn over the motor and sail away.

But living in a houseboat depends largely on the houseboat. If it is large



The two 40-60



What she lacks in beauty she makes up in service



h. p. Buffalos

enough and designed for comfort everything will be fine, and otherwise it will be otherwise.

It isn't the showy trappings and fixings that counts, living in a houseboat you get right down to basic principles.

On this page is shown a houseboat built by E. D. Peers, Vicksburg, Miss., she is the kind of boat one can live aboard with comfort.

Incidentally she is more than ordinarily well supplied with power, the engines shown in this picture are a pair of Buffalo of the Cruiser & Runabout type.



Here is a view of the cabin

Buffalo Bull

*"Who's the stranger, Mother dear?
Look! He knows us! Ain't he queer!"*

*"Hush, my own! Don't talk so wild,
That's your father, dearest child!"*

*"He's my father? No such thing"
Father died, you know, last spring!"*

*"Father didn't die, you dub!
Father joined a golfing club.
But they closed the club, so he
Had no place to go you see!
No place left for him to roam—
That's why he is coming home."*

*"Kiss him—he won't bite you child—
All them golfing guys look wild!"*

—Cottrel's Magazine

* * * *

DR. Frank Crane hit the nail on the head when he said "The temptation now is to squander with the rest of the crowd who are whirling along in a mad dance of extravagance. And if you have sense and stamina enough to resist this temptation and lay by your extra earnings you are going to enjoy yourself hugely some future day when many people will be out in the rain."

Buffalo Bull

This is sound advice and the Treasury Department offers you an effective medium whereby you may prepare yourself against that "rainy day." Spend reasonably, save regularly and invest in government savings securities.

* * * *

MANY a man thinks he's taking the bull by the horns when he's only getting somebody else's goat.

* * * *

EVIDENTLY the housing shortage is no more acute here than abroad. But this clipping from London Blighty shows how the shortage might be capitalized:

"If you can supply me with two rooms I'll give you 10 pound a week."

"You're too late; a gentleman's promised to marry me for them two rooms."

* * * *

HERE is one of the high cost of living stories we heard the other day:

A gentleman recovering from a slow jag went into a restaurant and ordered a steak. The one the waiter brought him was so small it seemed lost on the platter.

Pretty soon the waiter handed him a check for \$5.00 when he had paid it the inebrated one asked in a slow drawl:

"Say, waiter, have you got a horse?"

"No, I haven't any horse."

"Has your boss got a horse?"

"No, the boss ain't got no horse."

"That's strange! *Jesse James always had a horse*"

Buffalo Bull

IT is not work that kills a man; it is worry.

Work is healthy; you can hardly put more upon a man than he can bear. Worry is rust upon the blade. It is not the revolution that destroys the machinery, but the friction.

—Henry Ward Beecher

* * * *

WHEN a plumber makes a mistake, he charges twice for it. When a lawyer makes a mistake, it is just what he wanted, because he has a chance to try the case all over again.

When a doctor makes a mistake, he buries it.

When a judge makes a mistake, it becomes a law of the land.

When a preacher makes a mistake, nobody knows the difference.

When an electrician makes a mistake, he blames it on induction, nobody knows what that means.

When a printer makes a mistake, he gets the "devil."

But when an editor makes a mistake—GOOD-NIGHT!!!!!!

* * * *

BEING ignorant is not so much a shame as being unwilling to learn.—*Benjamin Franklin.*

Buffalo Bull

BUSINESS is not all Dollars. There is now allied with the desire for gain, the desire for progress, invention, improver ethods, scientific development and pride of success in these important matters. So the dividend which the business man seeks and receives today is not alone in dollars. He receives with the Dollars something better—a dividend in the shape of satisfaction in being instrumental in carrying forward to higher stages of development the business which he makes his life work.—*Andrew Carnegie.*

* * * *

WHAT'S the matter with America these days?

Too many diamonds, not enough alarm clocks.

Too many silk shirts, not enough blue flannel ones.

Too many pointed-toe shoes and not enough square-toed ones.

Too many serge suits and not enough overalls.

Too much decollete and not enough aprons.

Too many satin upholstered limousines and not enough cows.

Too much oil stock and not enough savings accounts.

Too much envy of the results of hard work and too little desire to emulate it.

Too many desiring short cuts to wealth and too few willing to pay the price.

Too much of the spirit of "get while the getting is good" and not enough of the old-fashioned Christianity.

Too much discontent that vents itself in mere complaining and too little real effort to remedy conditions.

Too much class consciousness and too little democracy and love of humanity.—Fargo (N. D.) Forum.

An "If" For Girls

With apologies to Mr. Rudyard Kipling

If you can dress to make yourself
attractive,
Yet not make puffs and curls
your chief delight,
If you can swim and row, be strong
and active,
But of the gentler graces lose not
sight,
If you can dance without a craze
for dancing,
Play without giving play too
strong a hold,
Enjoy the love of friends without
romancing,
Care for the weak, the friendless
and the old;

If you can master French, Greek
and Latin,
And not acquire as well the prig-
gish mien,
If you can feel the touch of silk and
satin,
Without despising calico and
jean,
If you can ply a saw and use a
hammer,
Can do a man's work when the
need occurs,
Can sing when asked without ex-
cuse or stammer,
Can rise above unfriendly snubs
and slurs;

If you can make good bread as well
as fudges,
Can sew with skill, and have an
eye for dust,
If you can be a friend and hold no
grudges,
A girl, whom all will love, be-
cause they must;

If sometime you should meet and
love another,
And make a home with Faith and
Peace enshrined,
And you its soul—a loyal wife and
and mother,
You will work out pretty nearly
to my mind,
The plan that has been developed
through the ages,
And win the best that life can
have in store,
You will be, my girl, a model for
the sages,
A woman whom the world will
bow before.

—Elizabeth Lincoln Otis

(Continued from page 4)

engine. We wish to advise that this boat has given entire satisfac-
tion for the purpose for which it
was intended—towing logs and
small barges from our camp 40
miles up the river. As for pulling
and handling this work the engine
is all that could be expected, and
stands up remarkably well under
the heavy strain.

"To anyone wanting a boat for
use of this class of work we shall
only be too glad to refer them to
you and suggest they use only a
Buffalo engine as its power plant."

Laugh and Grow Poor

"Do you believe in the beneficial
effects of laughter?"

"I certainly do. If I can get a
man laughing I can nearly always
borrow \$5 from him."

—Boston Transcript.

To Bring Beginners Into Motor Boat Game Aim Of M. V. P. B. A.

Pursuing a policy of encouraging beginners to get into the boat racing game, a special race will be staged at the annual regatta of the Mississippi Valley Power Boat Association at Burlington, Ia., July 2, 3, 4 and 5, in which no motor may have more than 90 cubic inches of piston displacement. Two special cups have been offered for this event, according to the announcement of Chairman M. H. Boesch of the advertising committee. One will be donated by Commodore J. Francis Schefcik of the Minneapolis Motor Boat Club, and the other by Commodore Termaat of the Universal Motor Company of Oshkosh.

In this class only the smaller 4 cylinder motors can compete and the regatta officials say a man who likes boat racing can build and race in this event at a total expense of under \$400.00. There are a number of small two-cycle motors also available in the 90 in. class and the keenest sort of competition is promised. The Waterloo Motor Boat Club of Waterloo, Iowa, has already entered six boats, through Commodore J. C. Jago, who promises this number will be doubled before the races are staged. Many of the cities along the Mississippi river will enter boats in the 90 inch class and it probably will be one of the best contests of the week.

It is said speeds up to 25 and 26 miles an hour are possible with this limit of power, and 26 miles an hour in a little shell of a boat is fully as thrilling as 60 miles an hour in one of the big challengers.

Where At?

Two French-Canadian citizens of a Montana town were traveling down a river in that state in a houseboat. One of them knew the river and the other did not.

They anchored for the night on a bar. Along toward daylight the craft went adrift and three hours later, the motion awoke one of the travelers. He poked his head out of the door. An entirely strange section of scenery was passing.

"Baptiste! Baptiste!" he yelled. "Get up! We ain't here!"

His comrade roused himself and looked out. "No, by gar!" he said, "we're twelve miles from here!"

—Youngstown Beehive

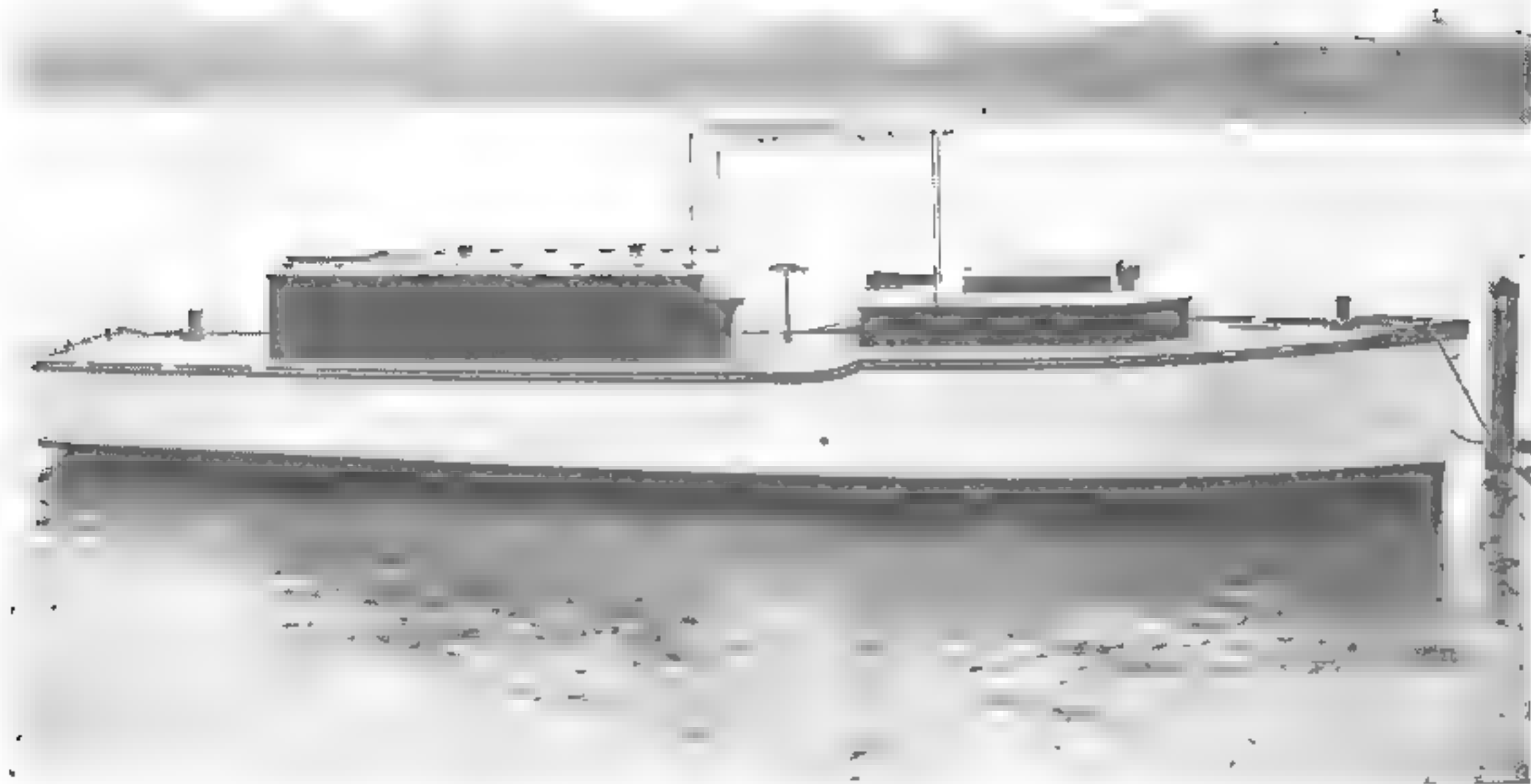
A HAND ON YOUR SHOULDER

*When a man ain't got a cent,
And he's feeling kinda blue,
And the clouds hang dark and heavy
An' won't let the sunshine through,
It's a great thing, O my brethren,
Fer a feller just to lay
His hand upon your shoulder
In a friendly sort o' way.*

*It makes a man feel curious,
It makes the teardrops start,
An' you sort o' feel a flutter
In the region of the heart!
You can look up and meet his eyes;
You don't know what to say
When his hand is on your shoulder
In a friendly sort o' way.*

*Oh, the world's a curious compound,
With its honey and its gall,
With its cares and bitter crosses—
But a good world after all.
An' a good God must have made it—
Leastways, that is what I say
When a hand is on my shoulder
In a friendly sort o' way.*

—James Whitcomb Riley.



SHIKAI MARU

The Shikai Maru is another Buffalo powered boat which is given good service in Japan. She was built by the Sumidagawa Boat Yard Co. Her design is the takahashi patent runabout type. She is 36 ft. in length overall, 7½ ft. beam and has 3 ft. 10 ins. draft. Her 20-24 h. p. Buffalo Heavy duty engine gives her a speed of 10 miles per hour

Useful Motor Boat Book

A book which will be of the greatest assistance to motor boatist is now in course of publication by Doubleday, Page & Co., Garden City, N. Y., in their publication "Country Life."

This book is to be called "The Motor Boat Pathfinder" and it will be, in a general way, similar to the automobile tour book. The information which this book will contain is now being published in monthly installments in Country Life but it is understood that when these installations are done, it will be bound, and republished in book form. This new book will for the first time, give just exactly the information that motor boatists want while on a cruise. For instance,

there will be charts giving a comprehensive survey of the various harbors, and also information regarding every port where motor boats are likely to put in. Full information about this book may be obtained from the publishers.

Public Criticism

Good, absent-minded, old Dr. Wilder was greatly dependent upon his practical wife. One morning Mrs. Wilder sent up an announcement after he had entered the pulpit with a foot-note intended to be private.

"The Women's Missionary Society," he read aloud, "will meet Wednesday afternoon at three o'clock sharp. Your neck-tie is crooked; please straighten toward the right"

—The Watchman-Examiner

CONTINENTAL ENGINE FOR SALE



We have a brand new, type N, Continental Truck motor which we would like to sell, at a bargain.

This is a good chance for someone with a truck powered with a Continental Motor that is worn out, to get a new one.



BUFFALO GASOLENE MOTOR CO.
Buffalo, New York

TRACTOR MOTORS



In addition to the marine engines and other lines the Builders of Buffalos are in position to supply manufacturers of motor trucks with efficient motors.

Full information will be sent to truck manufacturers upon request.

THE BUFFALO GASOLENE MOTOR CO.
Buffalo, N. Y.

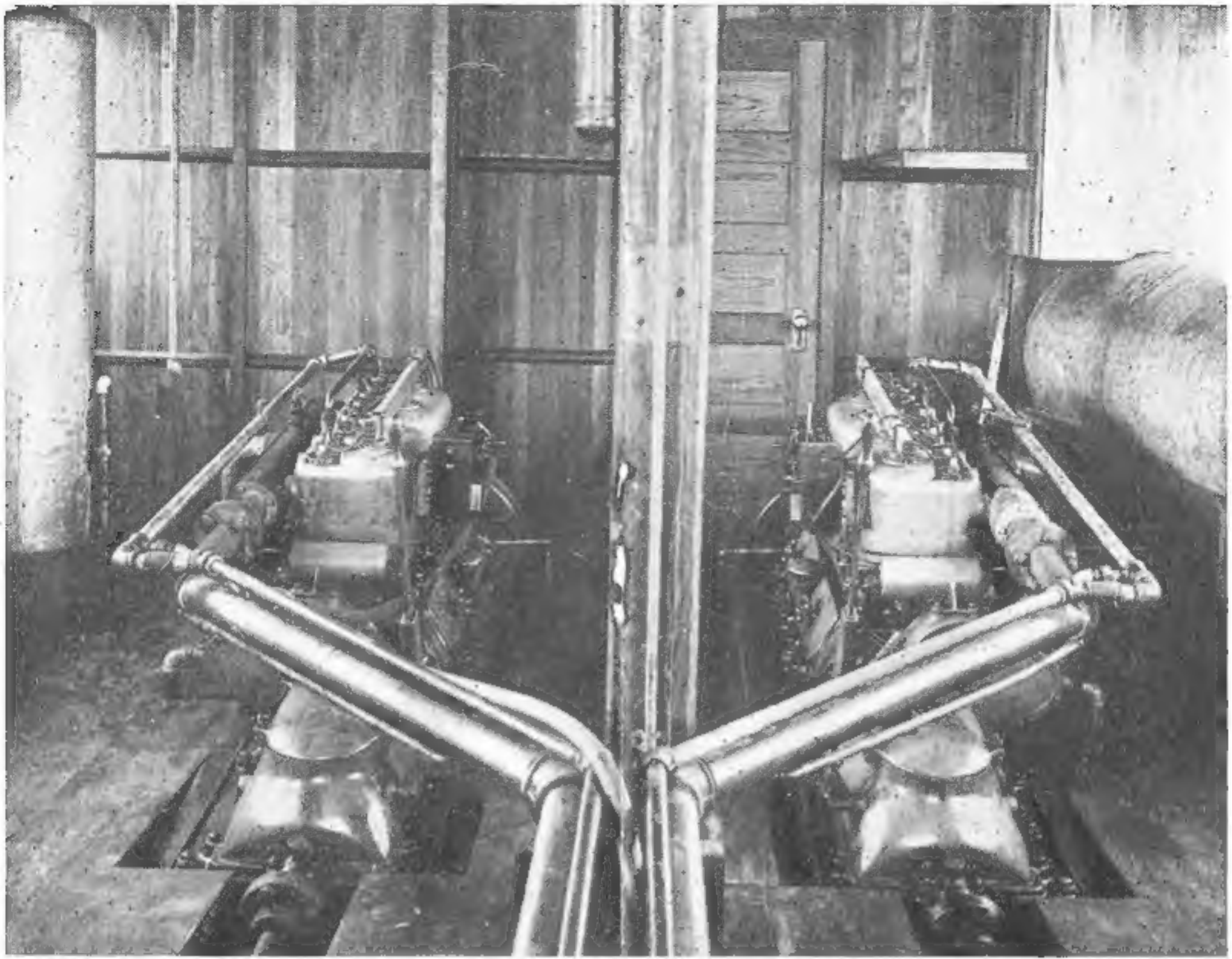
HOW ABOUT YOUR ENGINE ?

Now when fitting-out time is here
you are naturally giving thought to
your engine.

If you are not convinced that
Buffalo power is the most reliable
and satisfactory, talk to some Buffalo
owner.

He will tell you what real engine
satisfaction means.

THE BUFFALO GASOLENE MOTOR CO.
Buffalo, N. Y.



The two 40-60 h. p. Buffalos

POST CARD

PLACE A
ONE CENT
STAMP
HERE

BUFFALO GASOLENE MOTOR CO.

1280-1290 NIAGARA STREET

BUFFALO, N. Y., U.S.A.

Date

Please send me the new Buffalo Book. I am interested in an engine
for a boat of these dimensions:

Type of boat

.....

Length..... Beam Speed

Name

Address

.....